

**PUBLIC AFFAIRS OFFICER, SHERIFF**  
(Unclassified Management)

**DEFINITION:**

Under administrative direction, to plan, direct, and organize the Sheriff's media and public communication's activities to the public, county officials, law enforcement agencies, boards, commissions or others on Sheriff's functions, activities and issues; and to perform related work.

**DISTINGUISHING CHARACTERISTICS:**

This is a one-position, unclassified management class allocated only to the Sheriff's department. This position has significant responsibility for formulating policy, managing public information and media activities, and for communicating countywide issues concerning the Sheriff's department and other related law enforcement matters to the public.

**EXAMPLES OF DUTIES:**

Plans, directs, organizes, and coordinates the activities of the Sheriff's media and public relations activities; provides communication to the media and public on departmental functions and issues; formulates and implements procedures, standards, and guidelines for collection, review, and presentation of information to be communicated to the public through the media; schedules press conferences, news releases and public service announcements; directs the development and implementation of methods for communicating information to the public, by the use of videos, e-mail, the internet, brochures, news releases, presentations, graphic displays, photos, fact sheets, directories, or other mediums; prepares executive level correspondence and reports; makes public presentations to the media and other agency representatives on information regarding county issues and decisions; establishes and maintains diplomatic relations with county management, elected officials, county department directors, and the media; oversees the publication of a monthly newsletter; schedules tours and civic events; and supervises subordinate staff.

**MINIMUM QUALIFICATIONS:**

**Knowledge of:**

- Techniques and methods of planning and implementing a public information program utilized Countywide.
- Techniques in planning press conferences and media news releases.
- Methods and techniques used in writing speeches.
- Methods and techniques used in evaluating public attitudes regarding countywide operations and issues and the determination of public affairs needs.
- Principles and practices of supervision, training, and general administration.
- The General Management System in principle and practice.

**Skills and Abilities to:**

- Plan, direct, organize, and coordinate the activities of the Sheriff's media and public affairs activities, providing communication to the public on departmental functions and issues.

- Formulate and implement procedures, standards, and guidelines for collection, review, and presentation of the information to be communicated to the public.
- Direct the development and implementation of methods for communicating information to the public, by the use of brochures, media presentations, graphic displays, photos, or other mediums.
- Prepare executive level correspondence and reports.
- Make public presentations to the media and other agency representative on information on County issues and decisions.
- Establish and maintain diplomatic relations with elected officials, county management, law enforcement officials, agency representatives, county department directors, and the media.
- Supervise and train subordinate staff.

**EDUCATION/EXPERIENCE:**

Education, training and/or experience that clearly demonstrates the possession of the knowledge, skills and abilities stated above. An example of qualifying education/experience is: Five (5) years of experience in public or community relations disseminating and communicating information to the public through various communications media. Previous experience must have included three (3) years of management or supervisory experience, planning, directing, and organizing the public information and affairs activities of a large agency, a broadcast company or other communications organization. The possession of a bachelor's degree or higher in journalism, public relations, English, or a closely related field is highly desirable.

**SPECIAL NOTES, LICENSES, OR REQUIREMENTS:**

**License:**

A valid California Class C driver's license is required at time of appointment or the ability to arrange necessary transportation for field travel. Employees may be required to use their personal vehicle.